

**Unit Title:** Creating Social Media Content and Networks  
**Level:** One  
**Credit Value:** 1  
**GLH:** 9  
**NOCN Unit Code:** KB2/1/MR/003  
**QCA Unit Reference Code:**

This unit has 3 learning outcomes.

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
1. Be able to create own material to publicise on a social media site.	1. Identify service provider's terms and conditions. 2. Outline what is meant by copyright. 3. Create and review own content.
1. Be able to publicise own material on a social media site.	1. Outline ways of publicising content on a social media site. 2. Publicise own content.
1. Know how to engage in conversation on a social media site.	1. Identify comments made about own content. 2. Identify appropriate response options.

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### ASSESSMENT INFORMATION

#### Guidance:

This grid gives details of the assessment activities to be used with the unit attached. Please refer to the NOCN Handbook for definitions of each activity and the expectations for assessment practice and evidence for moderation.

**The assessment activities for this unit are indicated in the table below:**

**Key: P = Prescribed** – this assessment method *must* be used to assess the unit.

**O = Optional** – this assessment method *could* be used to assess the unit.

Case study		Project	
Written question & answer/ test/exam		Role play/simulation	
Essay		Practical demonstration	P
Report		Group discussion	O
Oral question and answer	O	Performance/exhibition	
Written description	O	Production of artefact	
Reflective log / diary		Practice file	

#### Signposting Key Skills

This unit offers clear opportunities for learners to provide evidence of achievement in Key Skills achievement in the following skill area/s:

<b>Key Skill</b>		<b>Wider Key Skill</b>	
Communication	✓	Working with others	✓
Information Technology	✓	Problem solving	

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Application of Number		Improving Own Learning and Performance	✓
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**Accredited Start date:**  
**Accredited End date:**  
**Unit Sector/Subject area:**  
**Unit Grading System:** PASS  
**Availability for Use:**

<b>Purpose and Aim of the Unit</b>	This unit is intended to enable learners to create and publicise content on a social media site.
<b>Restrictions on the Availability</b>	Free Text or N/A
<b>Additional Assessment Requirements</b>	Free Text or N/A
<b>Details of relationship between the Unit and the NOS</b>	Free Text or N/A
<b>Details of relationship between the Unit and Standards (not NOS)</b>	Free Text or N/A
<b>Endorsement of the Unit by</b>	Free Text or N/A